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225

1940
WHOLESALE
LIST

Brazil

DAHLIAS

LIBRARY
RECEIVED

☆ FEB 16 1932 ☆

U. S. Department of Agriculture

Offered by

Brazil Dahlia Farm

INDIANAPOLIS, INDIANA

R. R. 6, Box 380

PHONE DREXEL 7822-R1

GOOD INFORMATION



We are large growers and not jobbers.

We try to please our customers at all times.

We do not buy dahlias of failing or bankrupt growers to fill our orders.

Dahlia bulbs shipped by express are rated as second class and are listed as perishable.

The express company stands all loss by freeze, or damaged otherwise, therefore do not hesitate to have orders shipped in cold weather.

Express on dahlia bulbs is very low, often it is much less than parcel post or freight.

All freight and parcel post shipments travel at purchaser's risk as freight companies do not insure against freeze. Freight shipments travel slow and are handled rough. First-class freight costs about the same as express.

Be sure your express agent has given you second-class rates. If unable to get second-class, notify us and we will assist you.

Indianapolis: America's greatest inland city, located 60 miles from center of population of United States. It is the meeting place of seventeen steam railroads and 43 motor express and freight companies. It is the most easily accessible city in the United States from all parts of the country—the crossroads of America.

Express trains leave hourly day and night including Sundays and holidays.

Let us have your **RUSH** order.

We thank our customers for all past orders and solicit our share of your future trade.

If in Indianapolis during blooming season, visit our display of 12 acres at 6300 South Meridian Street, Indianapolis, Ind.



MINIMUM ORDER \$1.50

MINIMUM ORDER — \$ 1 . 5 0
3c per bulb extra in less than 5 of a variety.

10% discount on 1000 or more of a variety.

Prices will be quoted on collections boxed for your need at your request.



STANDARD DAHLIAS OF MERIT

A. D. LIVONI—Ball

Shell Pink, good stems..... .03

AMELIA ERHART—Semi Cactus

Apricot buff with primrose at base. An honor roll Dahlia, one of the best..... .18

AMUN RA—Informal Decorative

A good bronze dahlia, free flowering and robust plant..... .09

AVALON—Informal Decorative

Clear canary yellow of cut flower size. Stems are of medium length..... .05

BAGDAD—Informal Decorative

An immense flower of flaming scarlet. Ideal plant and bloom..... .09

BASHFUL GIANT—Formal Decorative

A gigantic heavy bloom, apricot with orange shadings..... .04

BLUE JERSEY—Formal Decorative

A lavender Jersey Beauty. Same shape of plant, blooms, stems and bulbs. Blooms may be a trifle larger. A better color than Ida De V Warner and a good keeper..... .09

CALIFORNIA IDOL—Informal Decorative

A bright glistening yellow. A prize winner at all shows. There has never been a yellow dahlia introduced that will equal it for large clear yellow blossoms and these in great profusion..... .15

CAVALCADE—Formal Decorative

Soft rosy magenta. Very good cut flower.. .09

CHAMPOEG—Informal Decorative

Center of bloom is canary yellow shading to a soft rose red. Sturdy thick foliage.... .30

CHARLOTTE CALDWELL—Ball

Bright orange, very free blooming. Sturdy plants, one of the best; try it..... .16

MINIMUM ORDER — \$1.50
3c per bulb extra in less than 5 of a variety.

CHEEMARS EUREKA—Formal Decorative

The best large white dahlia for cutting, has a faint tint of lavender at center. It seems to be a standard white just as Jersey Beauty is the standard of pink dahlias. Blooms 7 to 8 inches across on 3 foot stems08

CHEEMARS U. S. A.—Semi Cactus

Bronze to orange. Medium size blooms in abundance; good stems..... .15

COMMODORE—Informal Decorative

This is one of the largest dahlias. It produces blooms 8 to 12 inches without disbudding, although many of the blooms come with open centers it is still highly recommended by us. Very early and free blooming05

COLTNESS, Gem Hybrids—Mixed

These Dahlias are all colors, most of which are single or open center blooms of the pompon and miniature sizes. Quite a number of florists are using these for table decorations and they bloom profusely. They are used more to fill in as odd flowers than for funeral work..... .07

CUT RED—Formal Decorative

Clear double red blooms about the size of Jersey Beauty. Sturdy plants..... .08

DADDY KEMP—Informal Decorative

Dark velvet red; 1935 introduction. Very large blooms. Can be grown to enormous size..... .24

D. M. MOORE—Formal Decorative

Colossal flowers, full and free, very dark maroon, almost black..... .06

DWIGHT W. MORROW—Inf. Decorative

Large, gigantic bloom of bright red..... .18

EDNA FERBER—Semi Cactus

A very large glistening coral shading to old gold at base of petals..... .15

ELINOR VANDERVEER—Formal Decorative

Satiny rose pink..... .03

ELINOR M. RADELL—Informal Decorative

Violet rose with darker reverse and golden shadings; strong, rugged growth.. .16

ELISSA LANDI—Formal Decorative

Jasper pink blended to buff. Flowers very large and deep; an Honor Roll dahlia..... .16

ELITE PEACH—Formal Decorative

Orchid pink of good size and form..... .12

MINIMUM ORDER — \$ 1 . 5 0
3c per bulb extra in less than 5 of a variety.

ELSIE SWOBODA—Formal Decorative

Japan rose pink with chrome yellow radiating from the center of the flower; large blooms on good stems..... .12

FIRE BALL—Formal Decorative

Very large bright red and free blooming. This is a good variety for Dahlia shows. Vigorous growth80

FLORAL PARK JEWELL—Ball

The best long stem, free blooming, red ball Dahlia ever introduced..... .02

FRAU O' BRACHT—Cactus

Large promise yellow. Strong stems. A worthy variety35

FRANK A. WALKER—Formal Decorative

Clear lavender; some blooms late in the season show open centers. This variety is one of the first to bloom. Very free blooming. We grow this variety because the Aster Beetles attack it more than any other Dahlia and by spraying it heavily we are able to destroy them and still get a good supply of blooms before and after Aster Beetle season. The blooms are about four inches across..... .06

FRANCIS LOROCCO—Formal Decorative

Clear canary yellow..... .03

FRED SPRINGER—Semi-Cactus

A beautiful bright red to scarlet with foliage of lacy appearance. This Dahlia is highly recommended for border or hedge purposes; a row of it has the appearance of a well trimmed hedge with many blooms not extending beyond foliage. Late in the season it makes good stems.... .18

GALEXY—Cactus

Clear yellow, heavily spotted and striped scarlet, large blooms. Imported from Holland in 1939..... .65

HAPPINESS—Decorative

Strawberry pink with silver reverse. A beautiful 1936 introduction..... .09

HASLEROVA—Informal Decorative

White, with royal purple markings. Winner for best bi-color in the New York 1936 show. Awarded two certificates at trial gardens in 1936. It attracted much attention in our garden past season..... .30

HELVETIA—Single

Coltness Gem Hybrid. Small red and white blooms10

MINIMUM ORDER — \$ 1.50
3c per bulb extra in less than 5 of a variety.

HI LIGHT—Informal Decorative

Bright red with yellow shadings. Its color is very outstanding. Free blooming..... .14

HUNTS VELVET WONDER—Inf. Decorative

Deep rosy magenta blending into a true purple. A large, beautiful dahlia with good stems06

IDA DE VER WARNER—Formal Decorative

Large lavender. Very good. One of the best dahlias grown..... .04

INKYO—Semi Cactus

Very large dark red or maroon, incurved. Strong grower. Extra long stems..... .09

JANE COWL—Informal Decorative

Often considered the largest. A bronzy buff and old gold on long stems..... .10

JANE ROSS—Informal Decorative

Bright purplish crimson, shaded violet. A 1935 introduction06

JANET SOUTHWICK—Informal Decorative

Pumgranite purple, shaded silver. Heavy foliage30

JEAN KERR—Formal Decorative

The best dahlia of its size regardless of color, ever introduced for cut flowers. Pure white, fine cut flower..... .05

JERSEYS BEAUTY—Formal Decorative

A perfect bloom of erosion pink. The best pink dahlia to date..... .06

JERSEY BEACON—Formal Decorative

Chinese scarlet. A very free blooming dahlia, very dependable..... .04

JERSEY WHITE BEAUTY—Formal Decorative

An outstanding white. It seems to meet all requirements in a white dahlia; similar to Jersey Beauty in size..... .16

JERSEY DAINY—Cactus

White, slightly tinted pink. Plants are very prolific with long stems..... .06

JOSEPHINE G.—Semi-Cactus

Bright rose pink, very beautiful free blooming Dahlia..... .09

KATHLEEN NORRIS—Informal Decorative

A gigantic bloom of true rose pink, often measuring 12 inches in diameter. We consider it the best pink dahlia ever produced where size is wanted..... .04

KATIE K.—Informal Decorative

A clear pink, of large size on long stems. Classed as the greatest exhibition pink since Kathleen Norris. A Certificate winner and it will win for you if you grow it. .60

KING OF BLACKS—Formal Decorative

A very dark red. Early blooming and large bulbs10

LA TORADOR—Informal Decorative

A good cut flower variety in bright red. Good stems and blooms are usually about the size of Jersey Beauty..... .06

LAVENDER FT. MONMOUTH—Inf. Dec.

This is a real beauty, light lavender and a solid color. Blooms 10 to 12 inches across. Tall plants and very attractive.... .18

LOIS WALCHER—Informal Decorative

The outstanding Dahlia of 1938, winning in most of the shows. For us it is a good purple with one-third of the tips of the petals pure white and a good cut flower.... .70

MARMOUR—Ball

White overcast light violet. It is very dependable for cut flowers; excellent stems. .12

MARY HELEN—Ball

One of the best ball dahlias. Clear yellow with a perfect center..... .05

MARSHALLS PINK—Formal Decorative

Tall beautiful light pink blooms held high above the foliage. Similar to Jersey beauty, but a thicker bloom and larger..... .09

MICHIGAN WHITE—Semi Cactus

Flowers run from 5 to 8 inches normally. Award of Honor at Atlanta, Ga. Achievement Medal winner at the Michigan State Show. An excellent root maker..... .60

MILTON J. CROSS—Informal Decorative

Large golden yellow. The plant is very robust and one of the tallest Dahlias in our fields. Stems are long and straight.... .40

MINA BURGLE—Formal Decorative

Large brilliant red; fine for cut flowers. Often called the Poinsetta Dahlia..... .06

MISS PARKERSBURG—Inf. Decorative

One of the largest and most beautiful Dahlias. Color, ochraceous buff, back of petals carrot red, with some tones of Jasper red. Excellent flowering habits, on long, clean stems. A great prize winner.... .60

MINIMUM ORDER — \$1.50
3c per bulb extra in less than 5 of a variety.

MONMOUTH CHAMPION—Form. Dec.

Glistening orange flame, blooms very large08

MRS. CARL SALBACH—Formal Decorative

Very large, lavender pink. Long stiff stems08

MRS. GEO. LE BOUTTELIER—Inf. Dec.

Crimson red, large blooms, held erect on long stems07

MRS. WM. S. KNUDSEN—Inf. Decorative

A pure white, it already has a fine record as a prize-winner; exhibited 4 times in the undisseminated classes it was 4 times a winner80

MYRA HOWARD—Informal Decorative

Ochreous orange. This is one of the largest full petal Dahlias grown..... .25

NEGUS—Formal Decorative

Oxblood red to almost black in center. Plants extremely robust, long stems, insect resisting. Try it on our recommendation. Good size blooms, held erect..... .40

OMAR KHAYYAM—Formal Decorative

Very large Chinese red shading to bright orange14

ORANGE KING—Formal Decorative

A medium size bloom, the color of a ripe orange. Free blooming..... .06

OREGON BEAUTY—Formal Decorative

Bright red blooms of medium size..... .05

ORIENTAL GLORY—Informal Decorative

Blooms are cadmium orange overlaid with scarlet. The name describes it very well. It was one of the first to bloom in our fields, and attracted much attention. Good stems and very free blooming..... .04

PACIFIC SPLENDOR—Inf. Decorative

Nearly white at center with body of flower delicate lavender pink. A true pastel shade. The soft tones of this flower give a distinctive beauty and delicate appeal. The blooms are large with petals slightly waved40

PAPILLION—Semi Cactus

Old rose with golden shadings. One of the very free blooming dahlias of medium to large size07

PINK ELEGANCE—Semi Cactus

True brilliant rose pink 8 in. to 10 in. in diameter, with corresponding depth holding perfect center throughout season. Good keeping qualities. Winner of the American Home Achievement Medal in Indianapolis and Louisville..... .40

MINIMUM ORDER — \$ 1 . 5 0

3c per bulb extra in less than 5 of a variety.

PREMIER'S MAJESTIC—Inf. Decorative

Salmon, Gold and Salmon. Certificate winner at Storrs. A large bloom for exhibition purposes65

PRIDE OF CALIFORNIA—Inf. Decorative

Deep red, a very large flower; will produce many good blooms..... .03

PRIDE OF STRATFORD—Formal Decorative

Large flowers of a brilliant shade of cadmium orange shading to light orange and yellow at the base; a good cut flower..... .03

QUEEN CITY—Formal Decorative

Scarlet pink commercial dahlia. Very early. If you do not grow it, you are passing up one of the best..... .14

RED JUDGE MAREAN—Formal Decorative

A poinsetta red sport of Judge Marean. It is very early and a wonderful blooming Dahlia25

RED SUNSET—Informal Decorative

Bright vivid scarlet, exhibition type in size and color; stems long and stiff; foliage good and insect resistant. A healthy and vigorous grower the bushes attain a height of 6 to 7 feet. Certified at East Lansing. This is a bright flower that attracts attention in the garden..... .50

ROBERT EMMETT—Informal Decorative

Carmine to cardinal red; a very large bloom with good long stems..... .20

ROSE FALLON—Formal Decorative

Very fine flower of pleasing shades of amber, russet and salmon..... .30

ROSEMARY'S BEAUTY—Semi Cactus

True form with a color of pink shading to lemon center; flowers 11 inches with plenty of depth. Blooms early. Winner of American Home Achievement Medal at Cleveland. On Honor Roll..... .65

ROBERT SCOTT—Formal Decorative

Apricot yellow on long stems. Strong plant with many large blooms..... .05

SAGAMORE—Formal Decorative

Golden amber shaded orange buff. Fine for cutting04

SANHICANS PEACH—Inf. Decorative

Color of a nice ripe peach, with staghorn tips, medium to tall plants..... .12

MINIMUM ORDER — \$ 1.50
3c per bulb extra in less than 5 of a variety.

SATAN—Semi Cactus

Flaming red horn-like petals rolled and incurved perfectly. Scored 87 by trial gardens. Very tall, large leaves. Usually the strongest plant in the field. A free root producer and sure to please. To be found in all dahlia shows..... .20

SHIRLEY TEMPLE—Ball

Clear yellow, free blooming; sturdy medium height plants..... .25

THE WORLD—Formal Decorative

Rich rosy magenta and scarlet. A good introduction. The blooms are large and have the appearance of rich velvet, occasionally the reverse of some petals are almost white. A very sturdy plant..... .07

TWENTIETH CENTURY—Single

One of the best single dahlias we ever grew. Light pink..... .03

WHITE SATAN—Semi Cactus

A large staghorn bloom. The plant, stems and blooms are almost identical with Satan, except it is white..... .25

WHITE KING—Formal Decorative

A full centered large white dahlia. A good cut flower or exhibition variety..... .08

WHITE WONDER (Kemps)—Inf. Decorative

A large shaggy white bloom 10 to 12 inches across. A tall robust variety..... .07

WM. H. HOGAN—Formal Decorative

The best red tipped white dahlia we ever saw. If you like a beautiful red and white dahlia, strong plant and large blooms. Try this one..... .03

YELLOW JANE COWL—Informal Decorative

A yellow sport of Jane Cowl, we consider it much better both in bulbs and blooms than its parent. The center of bloom has a faint tint of orange and pink. It does not have a tendency to revert back, as some do15

MIXED DAHLIAS

This assortment of dahlias is named standard varieties; many types and colors. No seedlings or inferior dahlias..... .02

DAHLIAS (in separate colors)

Red, White, Pink, Variegated or Yellow
These are named standard varieties usually mixed and often contain varieties that we have in too small of quantities to list.... .02

POMPON DAHLIAS

Large Strong Divisions



BOBBY

Very finely formed flowers of a delicate plum shade08

BRONZE BEAUTY

Orange to bronze yellow; long stem, and upright04

CATHERINE

Clear yellow. Early and very free blooming04

CLAUSSE

The best long stem orange pompon for cutting02

JOE FETTE

The best white pompon of the commercial varieties08

LITTLE DAVID

Deep orange with good double center..... .10

LITTLE DOROTHY

Cream yellow spotted pink and white. Hardly any two blooms are the same color. Free blooming..... .10

MADELINE

Pale primrose, edged with rose purple..... .04

MORNING MIST

A new dahlia surpassing nearly all pompon dahlias in color, form, and productiveness. Beautiful white, tipped a delicate lavender..... .10

ROSE WILMOTH—Pompon

Beautiful rose pink; we know of no other that will equal it in its color..... .09

SNOW CLAD

Clear white. A sturdy plant. Very early and free blooming..... .07

VERIDI FLORA

A novelty, dark green bloom. It blooms very free and sure attracts attention..... .15

MIXED POMPONS

..... .02

MINIMUM ORDER — \$ 1 . 5 0
3c per bulb extra in less than 5 of a variety.

MINIATURE DAHLIAS

BABY ROYAL

Salmon shaded apricot. A prize winner at many Dahlia shows and still hard to beat .05

BISHOP OF LLANSDOFF

Red foliage and darker red blooms. Very good for decorations..... .10

BLUE EYES

A 1939 INTRODUCTION

Purple to blue miniature ball, about three inches across. Very sturdy plant. This is its fourth year and it has never needed staking. Very good for cut flowers. Bloom on end of stem; blooms nearly round..... .25

FAIRY

Violet rose. Exceptionally good for cut flowers and usually wins a first prize at Dahlia shows..... .02

1939 INTRODUCTIONS

LITTLE BING

Bright red formal decorative miniature Dahlia, scoring 83 last year at the Trial Grounds, also a ribbon winner. A tall, long stem Dahlia, robust plant, usually not necessary to stake. Excellent cut flower.... .25

LITTLE JEWELL

A very delicate pink with beautiful foliage04

MRS. JULIA BUYSTEIN

Imported from Holland by us in 1939. It is considered as near black foliage with orange blossoms in abundance. A sturdy and bushy plant of medium height..... .20

PRINZ CARVEL

The best variegated miniature we ever saw, color dark red or maroon with white tips, the white shows on all petals, about one-third white, a blooming fool..... .14

SYLVIA

Garnet red. Free flowering. Bushes covered with blooms all season. Ideal for cutting. Listed on Leonard Barron's Honor Roll and J. W. Johnston's Futurity..... .16

WHITE GEM

A pure white about 3½ inches across. The plants are very tall and robust..... .16

MIXED MINIATURES

You cannot equal our mixture anywhere at this special price..... .02



CANNAS

Per 25
or More

HUNGARIA

Fine pink canna, medium height..... .03

YELLOW KING HUMBERT

Yellow with green foilage..... .04

MINIMUM ORDER — \$1.50
3c per bulb extra in less than 5 of a variety.

DISCOUNTS AND TERMS



10% discount for 1000 or more of a variety.

10% extra bulbs usually added which is 10 extra in 100 bulb order.

Not less than five of a variety at the prices quoted. For less than five, add 3c per bulb extra.

TERMS—Are cash or part cash, with C. O. D. shipments, unless credit has been established. No packing charges.

Telegraph orders receive our special attention.

If no postage is included with parcel post order we will send via express or C. O. D. for postage.

If mailing size tubers are wanted, please advise at time of placing order. Otherwise strong divisions will be sent.

We do not prepay any Dahlia shipments unless requested or previously arranged. The three cents (3c) extra for less than five of a variety is for extra labor costs, etc. in connection therewith.

Club orders where less than five of a variety is packed for a club member will be the same as ordered separately and the three cents per bulb will be required. In club orders where one bulb is for each of parties, we suggest that they be divided by you to avoid payment of the three cents extra per bulb.

Club orders where packed in one shipment requires \$1.50 for the entire shipment minimum and not for each of the orders included.

In case a Dahlia does not come true to name, it is required that complaint be made at that time and not later, as we check up on it wherever possible.

MINIMUM ORDER \$1.50

The prices listed here cancel all previous prices where orders are not definitely placed.

MINIMUM ORDER—\$1.50
3c per bulb extra in less than 5 of a variety.



ORIENTAL GLORY

1940 Wholesale List



DAHLIAS

OUR BULBS ARE GOVERNMENT INSPECTED.

Stock offered are strong divisions of field clumps.

WE GUARANTEE all stock sent out by us to be in good growing condition, plump, true to name, and of standard size.

We grow our own stock and thoroughly rouge it, digging out all not true to name. We also grow a small portion of the clump from which your tubers were taken and in this way we avoid any question of stock being untrue.

Any complaints not made at time the order is received or within five days will not be considered, because many shipments are made to people who through lack of knowledge of dahlias or neglect of care until they are planted, permit them to dry out, permit them to freeze and other things detrimental to the bulbs; therefore we do not guarantee results as we have no control over stock after it leaves our hands.

We are prepared to ship 75 per cent of all orders **THE DAY RECEIVED.**

SUPPLY—We grow for the wholesale trade, making a specialty of supplying florists, seedmen and dahlia growers who require dahlias true to name and Quick Service.

Give us a trial order and investigate our quality and prompt shipments, so you can have a dependable place in view for that rush order.

We usually sell up on some varieties before planting time. An early order would be suggested.

We grow in large quantities and assure you of giving each order our careful attention.

REFERENCE—Any trade reference used by the trade.



PINK ELEGANCE
